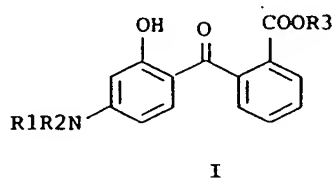


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1. (original) A process for the preparation of 2-(4-N,N-dialkylamino-2-hydroxybenzoyl)benzoic esters of the formula I,



in which the substituents, independently of one another, have the following meanings:

$R^1$  and  $R^2$

are  $C_1$ - $C_6$ -alkyl,  $C_3$ - $C_{10}$ -cycloalkyl selected from the group consisting of cyclopropyl, cyclobutyl, cyclopentyl, cyclohexyl, cycloheptyl, 1-methylcyclopropyl, 1-ethylcyclopropyl, 1-propylcyclopropyl, 1-butylcyclopropyl, 1-pentacyclopropyl, 1-methyl-1-butylcyclopropyl, 1,2-dimethylcyclopropyl, 1-methyl-2-ethylcyclopropyl, cyclooctyl, cyclooctyl and cyclodecyl;

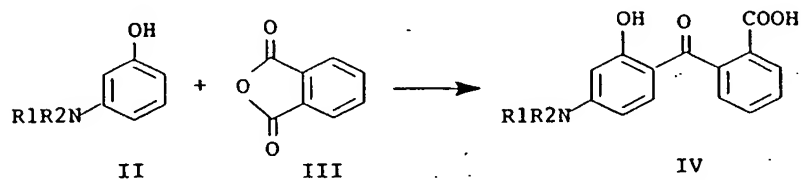
$R^3$  is  $C_1$ - $C_{12}$ -alkyl,  $C_3$ - $C_{10}$ -cycloalkyl selected from the group consisting of cyclopropyl, cyclobutyl, cyclopentyl,

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cyclohexyl, cycloheptyl, 1-methylcyclopropyl, 1-ethylcyclopropyl, 1-propylcyclopropyl, 1-butylcyclopropyl, 1-pentacyclopropyl, 1-methyl-1-butylcyclopropyl, 1,2-dimethylcyclopropyl, 1-methyl-2-ethylcyclopropyl, cyclooctyl, cyclooctyl and cyclodecyl

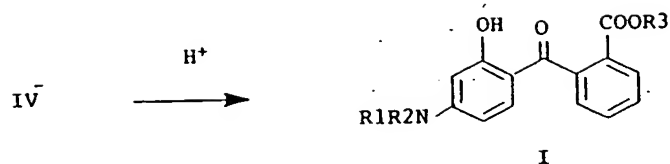
by

- I. reaction of 3-N,N-dialkylaminophenol of the formula II, in which R<sup>1</sup> and R<sup>2</sup> have the meanings given above, with phthalic anhydride of the formula III to give 2-(4-N,N-dialkylamino-2-hydroxybenzoyl)benzoic acid of the formula IV and



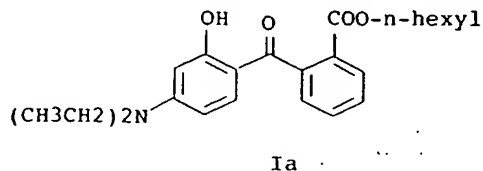
- II. subsequent esterification of the 2-(4-N,N-dialkylamino-2-hydroxybenzoyl)benzoic acid of the formula IV formed in stage I with a C<sub>1</sub>-C<sub>12</sub>-alcohol or a cyclic C<sub>3</sub>-C<sub>10</sub>-alcohol in the presence of an acidic catalyst to give the 2-(4-N,N-dialkylamino-2-hydroxybenzoyl)benzoic ester of the formula I,

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which comprises crystallizing the ester of the formula I formed and purifying the crystals in a further process stage III by treatment with an adsorbent and/or by distillation.

2. (original) A process as claimed in claim 1, wherein the adsorbent is a substance chosen from the group consisting of activated carbons, aluminum oxides, zeolites and silica gels.
3. (currently amended) A process as claimed in claim 1 or 2, wherein the esterification in the process stage II is carried out in the presence of sulfuric acid as catalyst.
4. A process as claimed in any of claims 1 to 3, wherein the 2-(4-N,N-dialkylamino-2-hydroxybenzoyl)benzoic ester of the formula I formed comprises less than 10 ppm of rhodamine.
5. A process as claimed in any of claims 1 to 4, wherein the benzoic ester is n-hexyl 2-(4-N,N-diethylamino-2-hydroxybenzoyl)benzoate of the formula Ia

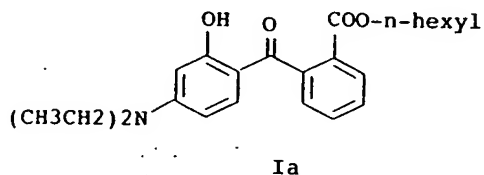


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6. (currently amended) A process as claimed in claim 1 ~~any of~~  
~~claims 1 to 5~~, wherein, in the process stage III, the  
adsorbent used is activated carbon or silica gel.
7. (original) A process as claimed in claim 6, wherein, in  
process stage III, the ester is purified by treatment with  
activated carbon and subsequent distillation.
8. (original) A process as claimed in claim 7, wherein, in the  
process stage III
  - a. the ester is dissolved in a nonpolar solvent at a  
temperature in the range from 10°C to 100°C,
  - b. this solution is passed over a granular activated carbon  
bed at a temperature in the range from 20°C to 100°C,
  - c. the ester, after passing through the granular activated  
carbon bed, is separated off from the solvent by  
distillation.
9. (original) A process as claimed in claim 8, wherein the  
solvent used in the process step IIIa is cyclohexane or  
toluene.

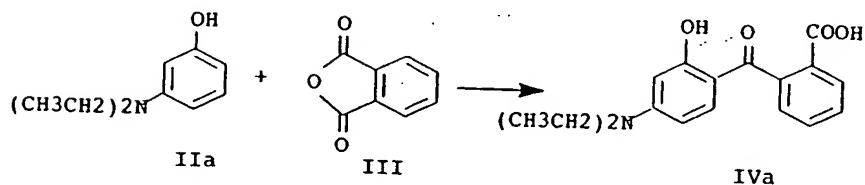
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10. (original) A process for the preparation of n-hexyl 2-(4-N,N-diethylamino-2-hydroxybenzoyl)benzoate of the formula Ia



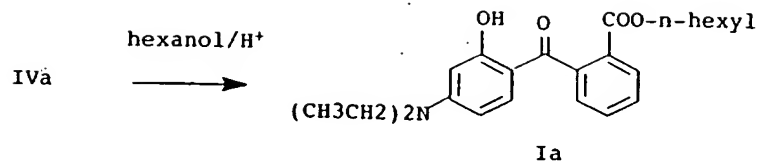
by

- I. reaction of 3-N,N-diethylaminophenol of the formula IIa with phthalic anhydride of the formula III to give 2-(4-N,N-diethylamino-2-hydroxybenzoyl)benzoic acid of the formula IVa,



- II. esterification of the 2-(4-N,N-diethylamino-2-hydroxybenzoyl)benzoic acid of the formula IVa formed in stage I in hexanol in the presence of sulfuric acid to give n-hexyl 2-(4-N,N-diethylamino-2-hydroxybenzoyl)benzoate of the formula Ia

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and isolation of the n-hexyl ester Ia in crystalline form,

III.

- a. dissolution of the n-hexyl ester Ia in toluene or hexanol at a temperature in the range from 25°C to 50°C,
- b. metering of this solution over a granular activated carbon bed or a silica gel bed at a temperature in the range from 25°C to 50°C and
- c. subsequent isolation of the n-hexyl ester by separating off the toluene and/or hexanol by distillation.